

AGN. NO. _____

MOTION BY MAYOR MICHAEL D. ANTONOVICH

August 16, 2011

The County of Los Angeles will sponsor its 33rd Charitable Giving Campaign (CGC), a voluntary, employee-led fundraising drive to help those in need, beginning Tuesday, September 13, 2011. "Light of Hope" is the campaign theme.

Our campaign partners are five, Board-approved fund distribution agencies (FDAs)---United Way of Greater Los Angeles, Brotherhood Crusade, Asian Pacific Community Fund, EarthShare California, and the United Latino Fund. These agencies donate the employee contributions to grassroots organizations that provide direct health and human services to low-income children and families across the County.

CGC Department coordinators will spearhead several fundraising activities, including special "County Days" at Disneyland, Raging Waters, and Six Flags Magic Mountain. Additional fundraisers include "L.A. County Night" with Chivas USA and discounted tickets to the L.A. County Fair and L.A. Clipper's games.

The annual training workshop for Department coordinators will be held on Wednesday, August 31, 2011, and the CGC executive kickoff breakfast will take place on Tuesday, September 13, 2011, at the Music Center.

Last year, County employees voluntarily contributed more than \$1.3 million dollars to the CGC, fulfilling two key goals of our strategic plan. Workforce Excellence is achieved by a successful fundraising effort and Children and Families Well-Being is

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supported by the funding of health and human services, which directly benefit low-income children and families.

The payroll deduction campaign will begin in September and continue through December 15, 2011. Planning for the four-month fundraising drive started in July.

I, THEREFORE, MOVE THAT THE BOARD OF SUPERVISORS take the following actions:

1. Approve "Light of Hope" as the theme of the County's 2011 Charitable Giving Campaign; and
2. Encourage all County employees to support the voluntary effort by signing up for payroll deduction or increasing their monthly contribution; and
3. Authorize departmental fundraising activities and other special events in support of the annual Charitable Giving Campaign; and
4. Request that Department Heads and/or designated representative approve in advance all internal fundraising activities and ensure that County fiscal policies are followed for all fundraising events; and
5. Request that Department coordinators comply with the County's Workplace Standards for the Charitable Giving Campaign; and
6. Authorize "Direct Designation" day events to promote local non-profit organizations to County employees; and
7. Waive space use permit fees in the amount of \$10,000, excluding the cost of liability insurance, for use of County-owned facilities for authorized events in support of the County's 2011 Charitable Giving Campaign; and
8. Waive parking fees in the amount of \$700, excluding the cost of liability insurance, for 35 cars at the Music Center on Thursday, August 31, 2011, for department coordinators to attend the annual training workshop; and
9. Waive parking fees in the amount of \$600, excluding the cost of liability insurance, for 30 cars at the Music Center on Tuesday, September 13, 2011, for persons attending the CGC kickoff breakfast.

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